

Message Text

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PAGE 01 STATE 092481

61

ORIGIN EB-11

INFO OCT-01 EA-11 ISO-00 COME-00 L-03 RSC-01 (ISO) R

DRAFTED BY EB/CBA/BP:EJRANKIN:VJW

APPROVED BY EB/CBA/BP:RJBUSHNELL

EA/J - WPIEZ

COMMERCE - JLIGHTMAN (SUBS)

----- 056101

R 061516Z MAY 74

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

INFO AMCONSUL FUKUOKA

AMCONSUL NAHA

AMCONSUL OSAKA KOBE

AMCONSUL SAPPORO

UNCLAS STATE 092481

E.O. 11652: N/A

TAGS: BDIS, JA

SUBJECT: SALTON, INC. VS MAINICHI TRADING COMPANY -

MISAPPROPRIATION OF TRADEMARKS SALTON, HOTRAY AND HOTABLE
BY MAINICHI AND OTHERS

REF: TOKYO 5737; TOKYO A-275, TOKYO 14994, A-649;

STATE 158756; A-4547

1. DEPARTMENT HAS REQUESTED FROM SALTON EXPORT TRADE
STATISTICS WORLD-WIDE AND TO JAPAN AS SUBSTANTIATION OF
THE FIRM'S POSITION THAT ITS TRADEMARKS ARE WELL-KNOWN.

2. IN VIEW OF IMMINENT PUBLICATION OF TRADEMARK APPLI-
CATIONS BY GOJ PATENT OFFICE, HOWEVER, EMBASSY IS REQUESTED
TO ASK MITI AGAIN TO INTERCEDE AND OBTAIN CANCELLATION OF
REMAINING APPLICATIONS IN QUESTION. EMBASSY SHOULD POINT
OUT THAT JAPANESE APPLICANTS DID NOT RPT NOT ORIGINATE
TRADEMARKS AND AS EVIDENT IN LETTERS OF SEPTEMBER 8 AND
OCTOBER 16, 1972 ENCLOSED WITH A-4547, THE ACTIONS OF THE
JAPANESE APPLICANTS APPEAR TO HAVE BEEN BLATANT ATTEMPTS
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AT MISAPPROPRIATION. EMBASSY SHOULD EMPHASIZE THAT SUCH

IRRESPONSIBLE ACTS BY INDIVIDUAL FIRMS CAN SERIOUSLY
DAMAGE JAPAN'S TRADE IMAGE. ATTACHMENTS TO A-4547 SHOULD
BE USED AS TALKING POINTS FOR MITI DISCUSSION AND A COPY
OF THE ATTACHMENTS LEFT WITH MITI. RUSH

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